GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

YAT&C (Tourism) Department – Proposals of the Chief Executive Officer, Andhra Pradesh Tourism Authority - Andhra Pradesh Tourism Trade (Registration and Facilitation) Guidelines, 2020- Orders - Issued.

==========

YOUTH ADVANCEMENT, TOURISM AND CULTURE (T) DEPARTMENT

G.O. Rt.No.188 **Date:05.09.2020.**

Read:

From the Chief Executive Officer, APTA E-File No. APTA-13/17/2020-ADMIN SEC-APTA.

&&&&

O R D E R :

In the reference read above, the Chief Executive Officer, Andhra Pradesh Tourism Authority has informed that so far there is no mechanism to register the Tourism Trade operators, which is essential for maintenance of statistical information required for planning and development of Tourism in the State. Hence, he has proposed to formulate Andhra Pradesh Tourism Trade (Registration and Facilitation) Guidelines, 2020 for registration of service provider. The main objectives of the proposal are as follows:

1. provide a simple mechanism for registration of tourism trade similar to the procedures in practice, in states such as Goa, Rajasthan, Himachal Pradesh, Kerala, and Karnataka
2. encourage improvement of service standards and offer best quality tourism services
3. promote and facilitate tourism trade in the through marketing channels of the Dept. of Tourism
4. facilitate in establishment of industry linkages with Tourism Departments of other states, national and international renowned travel and tourism players, travel and tourism related associations and societies, etc.
5. collect statistical information from service providers and establish a database on tourism for planning and development of tourism

2. After careful examination of the matter, Government here by issue Andhra Pradesh Tourism Trade (Registration and Facilitation) Guidelines, 2020 as annexed to this G.O for registration of Tourism Trade Operators, to promote and facilitate tourism trade and improvement of service standards and offer best quality tourism services.

3. The Chief Executive Officer, Andhra Pradesh Tourism Authority shall follow the Guidelines scrupulously and take further necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

RAJAT BHARGAVA
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Chief Executive Officer, Andhra Pradesh Tourism Authority, Vijayawada.

Copy to:
PS to Special CS to Hon'ble Chief Minister.
OSD to Minister for Tourism.(T,TL&C)
PS to Special Chief Secretary to Government (YATC)
The MD, APTDC.
The CEO, BITC.
SF/SC.

// FORWARDED :: BY ORDER//

SECTION OFFICER

ANNEXURE

ANDHRA PRADESH TOURISM TRADE - REGISTRATION AND FACILITATION GUIDELINES, 2020

CHAPTER - I

1. Preamble:

1.1. Andhra Pradesh is blessed with numerous advantages for tourism, including the country's second longest coastline, perennial rivers, scenic expanse of backwaters, places of religious importance, Buddhist sites, forests, heritage sites, forts and hill stations.

1.2. Evidently so, Andhra Pradesh has emerged as one of the most visited destinations in the country, and with the number of visitors growing significantly every year.

1.3. To meet this growing demand and to position the State as a premier tourist destination, it is important to improve the standards of tourism services offered, to world class standards, and to strengthen the tourist ecosystem in the State by establishing better industry linkages.

1.4. Furthermore, Tourism is a constantly evolving sector, and it is of paramount importance to accurately measure and track various indicators of tourism such as footfalls, profile of tourists, occupancies, emerging and prominent destinations, etc. to plan and strategize the development of Tourism in the State.

1.5. **Objectives:** The objectives of these guidelines are to

a) provide a simple mechanism for registration of tourism trade similar to the procedures in practice at Ministry of Tourism, Government of India, and states such as Goa, Rajasthan, Himachal Pradesh, Kerala, and Karnataka
b) encourage improvement of service standards and offer best quality tourism services
c) promote and facilitate tourism trade in the through marketing channels of the Dept. of Tourism
d) facilitate establishment of industry linkages with Tourism Departments of other States, National and International renowned travel and tourism players, travel and tourism related Associations and Societies, etc.
e) collect statistical information from service providers and establish a database on tourism for planning and development of tourism

1.6. Registration under these Guidelines shall be mandatory for all tourism related trade establishments and service providers, to be eligible for any Government sponsored initiatives, incentives, subsidies, schemes, etc.

1.7. The registration shall be on self-declaration basis.

2. Short title, extent, and commencement:

2.1. These Guidelines may be called the **Andhra Pradesh Tourism Trade -Registration and Facilitation Guidelines, 2020.**

2.2. They shall extend to the whole of the State of Andhra Pradesh,

2.3. They shall come into force with immediate effect.

3. Definitions:

3.1. "**Act**" means the Andhra Pradesh Tourism, Culture and Heritage Board (APTCHB) Act, 2017 (Act No.4 of 2017).

3.2. "**Authority/APTA**" means Andhra Pradesh Tourism Authority.

3.3. "**APTDC**" means Andhra Pradesh Tourism Development Corporation.

3.4. "**IV Rules**" means " Inland Vessel Rules 2017", notified under Inland Vessel Act, 1917 by the Government of Andhra Pradesh.

3.5. "**MICE Centre**" means a Standalone Convention Hall or Function Hall or Exhibition Center that is used to for Meetings, Exhibitions, Weddings, Functions, etc.

Explanation:

i) Exhibition Halls, Function Halls, Banquet Halls that are a part of a hotel or resort will not be counted towards MICE Centres.

3.6. "**Wellness Centre**" means a dedicated facility providing Wellness services such as those under AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy) and others, and has provision for boarding and lodging.

3.7. "**Service Apartment**" means lodging and boarding service provided in one or more apartments located in the same building or in proximity to each other.

3.8. "**Home stay**" means a place where the owner of the house along with his/her family is physically residing in the same establishment and has provisions for hosting tourists on payment for boarding and lodging with a minimum of one(01) and a maximum of six (06) lettable rooms; a of minimum two (02) and a maximum of twelve (12) beds.

3.9. "**Tour Operator**" or "Travel Agent" means a person or firm engaged in the business of making travel, trekking, camping, or other arrangements for tourists for a monetary consideration.

Explanation: The expression "travel arrangements" includes -

ii) arrangements for transportation, sight-seeing,

iii) arrangements for lodging with or without board.

3.10. "**Tourist Guide**" means a person who, for reward, accompanies tourists visiting any tourist destination and furnishes information with regard to any matter of significance, historical, archaeological, botanical, ethnological, cultural, social or other interest with respect to such location;

3.11. "**Recreational Water based Activities**" means water-based activities such as "Speed Boat Rides", "Banana Rides", "Jet Ski Rides", "Pedal Boat Rides", etc. done on the surface of water and with the use of a boat, motorised or non-motorised, with less than 12 seating capacity

3.12. "**Pleasure Boat**" means a boat or vessel with less than 12 seating capacity plying in sea, river, inland waters, lakes or reservoirs and is used for tourism related activities such as recreational water-based activities

3.13. "**Tour Boat**" or "**Cruise Boat**" means a boat or vessel with more than 12 seating capacity plying in sea, river, inland waters, lakes or reservoirs and is used for tourism related activities such as sightseeing, on board entertainment, on board dining

3.14. "**Tour Boat Operator**" means a person or firm engaged in the business of operating a Tour Boat for sightseeing and tourism related activities

3.15. "**Water Sports**" means water-based adventure activities such as "Scuba Diving", "Surfing", "Kite Boarding", "Kayaking"

3.16. "**Water Sports Operator**" means an entity engaged in the business of operating recreational water-based activities or water sports

3.17. "**Adventure Sports Operator**" means an entity engaged in the business of operating land-based or air-based adventure activities such as "Parasailing", "Para motoring", "Hot Air Balloon", "Trekking", "Rappelling" and other land based adventure sports defined in "Indian Adventure Tourism Guidelines" by Ministry of Tourism, Government of India

3.18. "**Tourism Service Provider**" means an entity engaged in the business of operating or operating as any of the following – Hotel, Resort, MICE Centre, Wellness Centre, Lodge, Guesthouse, Home stay, Farm stay, Service Apartment, Tour Boat Operator, Tour Operator, Travel Agent, Water Sports Operator, Adventure Sports Operator and any Tourism related Operator as may be approved by the Authority.

CHAPTER II – PROCEDURE FOR REGISTRATIONOF TOURISM TRADE

4. Registration of Service Providers:

4.1. Every person intending to carry on business of a tourism service provider shall, before operating, apply for registration in the prescribed manner.

4.2. Any entity that is already operating as a service provider on the date of commencement of these Guidelines, shall apply for registration with in ninety days from the date of commencement of these Guidelines. They may continue to operate if an application for registration has been made under these Guidelines.

4.3. However, it shall in no way be construed that the registration with the Tourism Authority alone is sufficient for operation of the services. The service providers shall comply with all other applicable laws and rules, including any amendments thereon, governing the activity.

5. Application for Registration:

5.1. The service providers shall apply for registration by filling the forms and uploading the relevant documents online at "***www.aptourism.gov.in***". The corresponding registration fee details are as follows.

S.No.	Category	Form	Registration Fee
1	Hotels, Resorts (3-Star and above)	Form – I	Rs. 1000
2	Hotels, Resorts, Lodges, Guest Houses	Form – II	Rs. 500
3	Homestays, Farm stays	Form – III	Rs. 200
4	Tour Operators and Travel Agents	Form – IV	Rs. 200
5	Tour Boat Operators, Adventure Sports Operators, Water Sports Operators	Form – V	Rs. 500
6	MICE Centres	Form – VI	Rs. 500
7	Wellness Centres	Form – VII	Rs. 500
8	Service Apartments	Form – VIII	Rs. 500

5.2 The registration fee shall be payable online at "_____" by way of payable to the '_____" by way of Debit card/ Credit card/ _____/_____.

6. Issuance of Certificate of Registration:

6.1. The registration shall be on the basis on self-declaration by the applicant. The applicant shall be wholly responsible for the validity, authenticity of the data furnished.

6.2. The Authority shall issue the Certificate of Registration with an unique identification number, within fifteen days following the date of receipt of the application, subject to the completeness of the application in all aspects.

6.3. The registration is valid for a period of three years from the date of its issue, unless cancelled.

7. Cancellation of Registration:

7.1. If, at any point of time, after a service provider is registered under these Guidelines, the prescribed authority is satisfied that the service provider has committed any offences mentioned below, a notice shall be served to the service provider indicating the grounds on which it is proposed to remove the service provider's name from the register and requiring to show cause within fifteen days from the date of receipt of such notice as to why the name should not be removed from the register and the registration be cancelled.

a) Noncompliance to operational standards:

The operational standards for certain category of tourism trade is annexed with these Guidelines (Annexure – I). The corresponding category of service provider should ensure strict compliance with these guidelines.

b) **Non supply of statistical information or supply of incorrect information**:

All the registered service providers shall submit statistical information in the manner prescribed in these Guidelines.

7.2. If the Authority after considering the reply, or if the Applicant requests to be heard in person, after hearing, is of the opinion that the explanation tendered or submissions made by the service provider, are not satisfactory, shall pass an order removing the service provider's name from the register and cancel the certificate of registration. Every such order shall be communicated to the service provider.

8. Maintenance of books and Furnishing Statistical Information:

8.1. All the service providers shall maintain daily register of the tourists availing the services. On any day, the register shall have details corresponding to at least the previous one year.

8.2. All the service providers shall furnish statistical information (consolidated data) to the Authority on ***www.aptourism.gov.in*** on a quarterly basis.

9. Implementation of the Guidelines:

9.1. The District Tourism Council under the chairmanship of the corresponding District Collector shall be responsible for implementation of these Guidelines.

9.2. It is mandatory to possess a valid registration certificate as per these Guidelines, for any incentive, assistance, subsidy, waiver or recognition by the Dept. of Tourism.

Annexure I

OPERATIONAL GUIDELINES

1. **Minimum Requirements for Homestays:**

   "Guidelines for Approval and Registration of Incredible India Bed & Breakfast / Homestay Establishments" issued by Ministry of Tourism, Government of India

   The guidelines can be accessed at the following hyperlink

   http://tourism.gov.in/sites/default/files/chapter/7.pdf

2. **Minimum Requirements for Water Sports Operators and Adventure Sports Operators:**

   "Indian Adventure Tourism Guidelines" issued by Ministry of Tourism, Government of India

   The guidelines can be accessed at the following hyperlink

   http://tourism.gov.in/sites/default/files/Indian%20Adventure%20Tourism%20Guidelines%20Oct%202.pdf

3. **For the Tourism Trades that are not covered here, specific guidelines will be issued by the Government in due course.**

FORM I –Application for Registration of Hotels, Resorts (3* and above)

1. Name of the Hotel, Resort :
2. Name of the owner and mobile number :
3. Name of the manager and mobile number :
4. Contact details :
   a) Tel. No. (of the establishment) :
   b) Email (of the establishment) :
   c) Website (if any of the establishment) :
5. Complete address of the establishment :
6. Details of the establishment
   a) Registered with Govt. of India (Y / N) :
   b) Hotel Rating (As per Govt. of India) :
   c) Property is owned or leased :
   d) Name and mobile number of lessor :

Passport Size Photograph of the Applicant

S.No.	Component	Nos	Remarks as applicable (Area, Seating, Cuisine, NA)
1.	Air-conditioned Rooms		
2.	Non-Air-Conditioned Rooms		
3.	Suite Rooms		
4.	Dormitories (No. of. Beds)		
5.	Restaurant (Seating)		
6.	Convention Centre / Banquet Hall (Seating)		
7.	Bar (Seating)		
8.	Gymnasium, Swimming Pool, Etc.		
9.	Others (Please specify)		

7. Details of enclosures submitted with the application:
   a) Proof of Address of the owner – Aadhar Card / Voter ID / Passport
   b) PAN / TAN / GST / TIN copy of the hotel / resort
   c) Photographs of interiors and exteriors of the establishment

Self-Declaration

I, _____, S/o, _____ do hereby declare that the information provided above is true to the best of my knowledge and the documents are authentic.

Place: ( )

Date: Signature of the owner

FORM II –Application for Registration of Hotels, Resorts (Others), Lodges, Guesthouses

1. Name of the establishment :
2. Name of the owner and mobile number :
3. Name of the manager and mobile number :
4. Contact details :
   a) Tel. No. (of the establishment) :
   b) Email (of the establishment) :
   c) Website (if any of the establishment) :
5. Complete address of the establishment :
6. Details of the establishment
   a) Registered with Govt. of India (Y / N) :
   b) Hotel Rating (As per Govt. of India) :
   c) Property is owned or leased :
   d) Name and mobile number of lessor :

Passport Size Photograph of the Applicant

S.No.	Component	Nos	Remarks as applicable (Area, Seating, Cuisine, NA)
1.	Air-conditioned Rooms		
2.	Non-Air-Conditioned Rooms		
3.	Suite Rooms		
4.	Dormitories (No. of. Beds)		
5.	Restaurant (Seating)		
6.	Convention Centre / Banquet Hall (Seating)		
7.	Bar (Seating)		
8.	Gymnasium, Swimming Pool, Etc.		
9.	Others (Please specify)		

7. Details of enclosures submitted with the application:
   a) Proof of Address of the owner – Aadhar Card / Voter ID / Passport
   b) PAN / TAN / GST / TIN copy of the hotel / resort
   c) Photographs of interiors and exteriors of the establishment

Self-Declaration

I, _____, S/o, _____ do hereby declare that the information provided above is true to the best of my knowledge and the documents are authentic.

Place: ( )

Date: Signature of the owner

FORM III –Application for Registration of Homestays/ Farm stays

1. Name of the Homestay/ Farm stay :
2. Name of the owner :
3. Contact details
    a) Mobile No. (of owner) :
    b) Tel. No. (of the homestay) :
    c) Email (of the homestay) :
    d) Website (if any of the homestay) :
    e) Registered with Govt. of India (Y/N) :
    f) Property is owned or leased :
    g) Name and mobile number of lessor :
4. Complete address of the establishment
5. Details of the establishment

Passport Size Photograph of the Applicant

S.No.	Component	Nos	Remarks as applicable
1.	Rooms / Cottages		Area of each room (in sq. ft.): Attached Washroom (Nos): Air Condition (Nos):
2.	Dining Area		Seating
3.	Lobby / sit-out area (Y/N)		Seating
4.	Kitchen (Y/N)		- Water connection, stove, gas and utensils
5.	Public Areas (Y/N)		- Garden / Swimming pool / Parking space, etc.
6.	Firefighting Equipment (Y/N)		
7.	Additional Facilities (Y/N)		- Eco-friendly facilities - Facilities for specially abled
8.	Others (Please specify)		
9.	Whether clearance obtained from the Police Authorities regarding the antecedents of the owner /owners and the proposed activity (Y/N)		(copy to be enclosed)

6. Nearest tourist spot(s):
    a.
    b.
    c.

7. Details of facilities near the establishment:

Facility	Name	Distance (in Kms)
Nearest Railway Station		
Nearest Bus station		
Nearest Airport		
Nearest Hospital		
Nearest Shopping Centre		

8. Details of enclosures submitted with the application:
    a. Proof of Identity and Proof of Address of the owner
        - Aadhar Card (or) Voter ID (or) Driving Licence (or) Passport
    b. Proof of ownership (owned property)
        - Photocopy of Registration documents (and)
        - Electricity bill (or) Gas Bill (or) House Tax receipt
    c. Colour Photographs of the establishment
        - Exteriors – Overall, Parking, Layout of the building
        - Interiors – Rooms, Washrooms, Amenities
        - Kitchen and Other Facilities
    d. Police Verification (if any)

9. Particulars of the owner and persons residing in the establishment

S.No	Name of the members and servants	Age	Gender	Profession	Relationship with the owner

Self-Declaration

I, _____, S/o, _____ do hereby declare that the information provided above is true to the best of my knowledge and the documents are authentic.

Place: ( )

Date: Signature of the owner

Form IV –Application for Registration of Tour Operators and Travel Agents

1. Name of the firm :
2. Name of the owner :
3. Contact details
   a) Mobile No. (of owner) :
   b) Tel. No. (of the head office) :
   c) Email (of the firm) :
   d) Website (if any of the firm) :
4. PAN / TAN / GST / TIN of the firm :
5. Complete address of the head office :
6. Branch office details (complete address, branch manager details, no.of staff)
   (To be given for each of the branches operating in Andhra Pradesh)
7. Whether registered with other tourism departments / associations / bodies
   (Give details of each registration or membership)
8. Tourist vehicles (Buses, Taxis, Cabs, Hop on Hop off, etc.) owned by the firm:
   (Registration number, vehicle type, seating, base location to be given for each vehicle)
9. Registered tour guides employed with the firm (if yes, give details)
10. Nature of operations (tick where applicable)
    a. Booking accommodation (Y/N) :
    b. Flight / train / bus ticketing(Y/N) :
    c. Booking local transportation (Y/N) :
    d. Bikes, Cycles, Tents and other equipment rentals (give details if any)
11. Tourist activities
    a. Domestic tourism (tourists from other states visiting Andhra Pradesh) (Y/N)
    (Specify names of states)
    b. Inbound tourism (tourists from other countries visiting Andhra Pradesh)(Y/N)
    (Give names of countries)
    c. Outbound tourism (residents of AP visiting other states/ countries) (Y/N)
    (*Specify names of any states / countries which are prominent locations)*
12. Documents Attached
    a. Aadhar / Voter ID / Passport copy of owner :
    b. Address Proof of each the offices :
    c. PAN / TAN / GST / TIN copy :

Passport Size Photograph of the Applicant

Self-Declaration

I, _____, S/o, _____ do hereby declare that the information provided above is true to the best of my knowledge and the documents are authentic.

Place: ( )

Date: Signature of the owner

Form V –Application for Registration of Tour Boat Operators, Water Sports Operators and Adventure Sports Operators

1. Name of the firm :
2. Name of the owner :
3. Contact details
   a) Mobile No. (of owner) :
   b) Tel. No. (of the head office) :
   c) Email (of the firm) :
   d) Website (if any of the firm) :
4. PAN / TAN / GST / TIN of the firm :
5. Complete address of the head office :
6. Membership or registration with other state tourism departments or associations *(Give details of each registration or membership)*
7. Details of operations *(For each of the locations where operating, give details as per format below)*
8. Documents Attached
   a. Aadhar / Voter ID / Passport copy of owner :
   b. Address Proof of each the offices (in the state) :
   c. PAN / TAN / GST / TIN copy :
   d. Documentary proof for the equipment :
   e. Documentary proof for the staff :

Passport Size Photograph of the Applicant

Details of operations locations (to be provided for each operating location separately)

1. Location
2. Nature of Activity (Tour Boat / Water Sports / Adventure Sports)
3. Details of tourist activities offered

Equipment at the location

S.No.	Equipment Type	Manufacturer	Registration Number (if any)	Nos

Staff at the location

S.No.	Name	Designation	Qualification or certification w.r.t to the sport or activity	

Self-Declaration

I, _____, S/o, _____ do hereby declare that the information provided above is true to the best of my knowledge and the documents are authentic.

Place: ( )

Date: Signature of the owner

FORM VI –Application for Registration of MICE Centres

1. Name of the establishment :
2. Name of the owner and mobile number :
3. Name of the manager and mobile number :
4. Contact details :
   a) Tel. No. (of the establishment) :
   b) Email (of the establishment) :
   c) Website (if any of the establishment) :
5. Complete address of the establishment :
6. Details of the establishment
   a) Registered with Govt. of India (Y / N) :

Passport Size Photograph of the Applicant

S.No.	Component	Nos	Remarks as applicable (Area, Seating, Cuisine, NA)
1.	Function Halls		Seating Capacity
2.	Dining Area		Seating Capacity
3.	Exhibition Area		Sq. ft.
4.	Rooms		
5.	Restaurant		
7.	Other Facilities		

7. Details of enclosures submitted with the application:
   a) Proof of Address of the owner – Aadhar Card / Voter ID / Passport
   b) PAN / TAN / GST / TIN copy of the establishment
   c) Photographs of interiors and exteriors of the establishment

Self-Declaration

I, _____, S/o, _____ do hereby declare that the information provided above is true to the best of my knowledge and the documents are authentic.

Place: ( )

Date: Signature of the owner

FORM VII –Application for Registration of Wellness Centres

1. Name of the establishment :
2. Name of the owner and mobile number :
3. Name of the manager and mobile number :
4. Contact details :
   a) Tel. No. (of the establishment) :
   b) Email (of the establishment) :
   c) Website (if any of the establishment) :
5. Complete address of the establishment :
6. Details of the establishment
   a) Registered with Govt. of India (Y / N) :
   b) Accredited by AYUSH / JCI / NABH :
   c) Details of treatments offered

Passport Size Photograph of the Applicant

7. Details of enclosures submitted with the application:
   a) Proof of Address of the owner – Aadhar Card / Voter ID / Passport
   b) PAN / TAN / GST / TIN copy of the establishment
   c) Photographs of interiors and exteriors of the establishment

Self-Declaration

I, _____, S/o, _____ do hereby declare that the information provided above is true to the best of my knowledge and the documents are authentic.

Place: ( )

Date: Signature of the owner

FORM VIII –Application for Registration of Service Apartments

1. Name of the establishment :
2. Name of the owner and mobile number :
3. Name of the manager and mobile number :
4. Contact details :
   a) Tel. No. (of the establishment) :
   b) Email (of the establishment) :
   c) Website (if any of the establishment) :
5. Complete address of the establishment :
6. Details of the establishment

Passport Size Photograph of the Applicant

S.No.	Component	Nos	Remarks as applicable (Area, Seating, Cuisine, NA)
1.	Apartments		
2.	Rooms		
3.	Dining Area (Y/N)		
4.	Cutlery, Fridge, A/C (Y/N)		
5.	Self-Cooking Facilities (Y/N)		
6.	Other Facilities		

7. Details of enclosures submitted with the application:
   a) Proof of Address of the owner – Aadhar Card / Voter ID / Passport
   b) PAN / TAN / GST / TIN copy of the establishment
   c) Police Verification (if any)
   d) Photographs of interiors and exteriors of the establishment

Self-Declaration

I, _____, S/o, _____ do hereby declare that the information provided above is true to the best of my knowledge and the documents are authentic.

Place: ( )

Date: Signature of the owner

RAJAT BHARGAVA
SPECIAL CHIEF SECRETARY TO GOVERNMENT